



Media Release

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Zubrowka Vodka joins Coca-Cola Amatil portfolio

Coca-Cola Amatil has strengthened its premium spirits portfolio with the addition of Zubrowka Vodka.

The new Australia-wide distribution agreement means that from 1 October 2019, Coca-Cola Amatil will take over from current distributor, Spirits Platform.

Speaking on behalf of the brand, Chris Kennedy, Roust Area Manager Australia & New Zealand said, "I'd like to acknowledge the excellent work of the Spirits Platform team in developing and supporting the growth of the Zubrowka brand over the past few years.

"This is a fantastic opportunity for Zubrowka. We're very excited at this partnership with Coca-Cola Amatil, a highly regarded supplier in the Australian market.

Said Tobias Hoogewerff, Sales Director at Coca-Cola Amatil, "We believe Zubrowka will be a great addition to our strong premium spirits portfolio and we're excited at the opportunity to help provide future opportunities for growth, and bring new customers to the brand."

To minimise the impact on customers, Roust, Spirits Platform and Coca-Cola Amatil have been working closely to avoid supply disruptions and minimise the need for additional administration. Customer queries about Zubrowka or Amatil's wider brand portfolio can be directed to the National Customer Service Centre on 1300 COKE.

About Coca-Cola Amatil

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol beverages, alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. We directly employ around 14,000 people and indirectly create thousands more jobs across the supply chain. Partnering with key suppliers we manufacture, package, sell and distribute the products to more than 850,000 active customers who sell our products to approximately 270 million potential consumers in the countries in which we operate (Australia, New Zealand, Indonesia, Papua New Guinea, Fiji and Samoa).

Coca-Cola Amatil's Alcohol & Coffee business operates in Australia, New Zealand, Fiji and Samoa with approximately 750 employees across the business, over 200 of whom are employed in Australia. Our operations include brewing, distilling, sales, marketing and distribution with products ranging from famous international brands like Jim Beam, Canadian Club, Coors and Miller, to emerging locally crafted brews like Yenda beer and Pressman's

cider. Our premium alcohol portfolio caters for the diverse needs of our customers, from small bars to the best restaurants, and local retailers to multi-nationals.